Public Relations Review Index/Volume 19, Numbers 1–4 March-December 1993

Please note: Numbers in Parentheses refer to the issue number in Volume 19.

ARTICLES Author/Title

- Bourland, Pamela G., The Nature of Conflict in Firm-Client Relationships: A Content Analysis of Public Relations Journal, 1980-89, 385-398(4)
- Botan, Carl, Introduction to The Paradigm Struggle In Public Relations, 107-110 (2)
- Carrell, Bob J., Doug A. Newsom, and Shirley A. Ramsey, Chameleon Chasing II: A Replication, 33–48 (1)
- Clanton, Gain Alice, and Eugenia Zerbinos, Minority Practitioners: Career Influences, Job Satisfaction, and Discrimination, 75-91 (1)
- Coombs, W. Timothy, Philosophical Underpinnings: Ramifications of a Pluralist Paradigm, 111-120 (2)
- Cottone, Laura Perkins, Perturbing Worldview Of Chaos: Implications For Public Relations, 167-176 (2)
- Creedon, Pamela J., Acknowledging the Infrasystem: A Critical Feminist Analysis Of Systems Theory, 157–166 (2)

- Cutbirth, Craig, and Vincent Hazleton, Public Relations in Europe: An Alternative Educational Paradigm, 187-196 (2)
- Everett, James L., The Ecological Paradigm In Public Relations Theory and Practice, 177–186 (2)
- Ferré, John P., Ethical Public Relations: Pro Bono Work Among PRSA Members, 59-74 (1)
- Fitzpatrick, Kathy R., and Rita Kirk Whillock, Assessing the Impact of Globalization on U.S. Public Relations, 315-325 (4)
- Grunig, James E., Image and Substance: From Symbolic to Behavioral Relationships, 121-140 (2)
- Hainsworth, Brad E., Professionalism in Public Relations, 311-313 (4)

- Hallahan, Kirk, The Paradigm Struggle and Public Relations Practice, 197-205 (2)
- Hazleton, Vincent, and Craig Cutbirth, Public Relations in Europe: An Alternative Educational Paradigm, 187–196 (2)
- Heath, Robert L., A Rhetorical Approach to Zones of Meaning and Organizational Prerogatives. 141-156 (2)
- Hiebert, Ray E., Public Relations Propaganda, and War: A Book Review and Essay on the Literature, 289-298 (3)
- Huey, Preston William Jr., A Billion Dollars Worth of Publicity: New Orleans and the 1988 Republican National Convention, 213-218 (3)
- Hunt, Todd, and Andrew Tirpok, Universal Ethics Code: An Idea Whose Time Has Come, 1-12 (1)
- Kelly, Kathleen S., Public Relations and Fund-Raising Encroachment: Losing Control in the Non-Profit Sector, 349–365 (4)
- Kruckeberg, Dean, Universal Ethics Code: Both Possible and Feasible, 21-32 (1)
- Lauzen, Martha M., When Marketing Involvement Matters at the Manager Level, 246-258 (3)
- Ledingham, John A., The Kindness of Strangers: Predictor Variables in a Public Information Campaign, 367–384 (4)
- Leichty, Greg, and Jeff Springston, Reconsidering Public Relations Models, 327-339 (4)
- Newsom, Doug A., Shirley A. Ramsey, and Bob J. Carrell, *Chameleon Chasing II: A* Replication, 33–48 (1)
- Parsons, Patricia Houlihan, Framework for Analysis of Conflicting Loyalties, 49–58
- Petrison, Lisa, and Paul Wang, From Relationships to Relationship Marketing: Applying Database Technology to Public Relations, 235–345 (3)

- Pratt, Cornelius B., Critique of the Classical Theory of Situational Ethics in U.S. Public Relations, 219–234 (3)
- Ramsey, Shirley A., Issues Management and the Use of Technologies in Public Relations, 259–273 (3)
- Ramsey, Shirley A., Doug A. Newsom, and Bob J. Carrell, *Chameleon Chasing II: A* Replication, 33–48 (1)
- Samra, Rise J., The Image of a Physician: A Rhetorical Perspective, 341–348 (4)
- Springston, Jeff, and Greg Leichty, Reconsidering Public Relations Models, 327-339 (4)
- Theus, Kathryn T., Academic Reputations: The Process of Formation and Decay, 274-288 (3)
- Tirpok, Andrew, and Todd Hunt, Universal Ethics Code: An Idea Whose Time Has Come, 1-12 (1)
- Wang, Paul, and Lisa Petrison, From Relationships to Relationship Marketing: Applying Database Technology to Public Relations, 235–345 (3)
- Whillock, Rita Kirk, and Kathy R. Fitzpatrick, Assessing the Impact of Globalization on U.S. Public Relations, 315-325 (4)
- Wright, Donald K., Enforcement Dilemma: Voluntary Nature of Public Relations Codes, 13-20 (1)
- Zerbinos, Eugenia, and Gail Alice Clanton, Minority Practitioners: Career Influences, Job Satisfaction, and Discrimination, 75-91 (1)

ARTICLES Title/Author

A Billion Dollars Worth of Publicity: New Orleans and the 1988 Republican National Convention (Preston William Huey, Jr.), 213–218 (3)

- A Rhetorical Approach to Zones of Meaning and Organizational Prerogatives (Robert L. Heath), 141–156 (2)
- Academic Reputations: The Process of Formation and Decay (Kathryn T. Theus), 274–288 (3)
- Acknowledging the Infrasystem: A Critical Feminist Analysis Of Systems Theory (Pamela J. Creedon), 157–166 (2)
- Assessing the Impact of Globalization on U.S. Public Relations (Kathy R. Fitzpatrick and Rita Kirk Whillock), 315–325 (4)
- Chameleon Chasing II: A Replication (Doug A. Newsom, Shirley A. Ramsey, and Bob J. Carrell), 33–48 (1)
- Critique of the Classical Theory of Situational Ethics in U.S. Public Relations (Cornelius B. Pratt), 219–234 (3)
- Enforcement Dilemma: Voluntary Nature of Public Relations Codes (Donald K. Wright), 13-20 (1)
- Ethical Public Relations: Pro Bono Work Among PRSA Members (John P. Ferre), 59-74 (1)
- Framework for Analysis of Conflicting Loyalties (Patricia Houlihan Parsons), 49-58 (1)
- From Relationships to Relationship Marketing: Applying Database Technology to Public Relations (Lisa Petrison and Paul Wang), 235–345 (3)
- Image and Substance: From Symbolic to Behavioral Relationships (James E. Grunig), 121-140 (2)
- Introduction to The Paradigm Struggle In Public Relations (Carl Botan), 107-110 (2)
- Issues Management and the Use of Technologies in Public Relations (Shirley A. Ramsey), 259-273 (3)
- Minority Practitioners: Career Influences, Job Satisfaction, and Discrimination (Eugenia Zerbinos and Gail Alice Clanton), 75-91 (1)

- Perturbing Worldview Of Chaos: Implications For Public Relations (Laura Perkins Cottone), 167-176 (2)
- Philosophical Underpinnings: Ramifications of a Pluralist Paradigm (W. Timothy Coombs), 111-120 (2)
- Professionalism in Public Relations (Brad E. Hainsworth), 311-313 (4)
- Public Relations and Fund-Raising Encroachment: Losing Control in the Non-Profit Sector (Kathleen S. Kelly), 349–365 (4)
- Public Relations in Europe: An Alternative Educational Paradigm (Vincent Hazleton and Craig Cutbirth) 187-196 (2)
- Public Relations, Propaganda, and War: A Book Review and Essay on the Literature (Ray E. Hiebert), 289–298 (3)
- Reconsidering Public Relations Models (Greg Leichty and Jeff Springston), 327-339 (4)
- The Ecological Paradigm In Public Relations
 Theory and Practice (James L. Everett)
 177–186 (2)
- The Image of a Physician: A Rhetorical Perspective (Rise J. Samra), 341-348 (4)
- The Kindness of Strangers: Predictor Variables in a Public Information Campaign (John A. Ledingham), 367-384 (4)
- The Nature Conflict in Firm-Client Relationsh, Content Analysis of Public Relations Journal, 1980-89 (Pamela G. Bourland), 385-398 (4)
- The Paradigm Struggle and Public Relations Practice (Kirk Hallahan), 197–205 (2)
- Universal Ethics Code: An Idea Whose Time Has Come (Todd Hunt and Andrew Tirpok), 1–12 (1)
- Universal Ethics Code: Both Possible and Feasible (Dean Kruckeberg), 21-32 (1)
- When Marketing Involvement Matters at the Manager Level (Martha M. Lauzen), 246-258 (3)

Book Reviews

- Baker, Lee W., The Credibility Factor: Putting Ethics to Work in Public Relations, (Stephen H. Baer), 208–209 (2)
- Becker, Samuel L. and Churchill L. Roberts, Discovering Mass Communication, Third Edition, (Corban Goble), 101 (1)
- Bing, Stanley, Crazy Bosses: Spotting Them, Serving Them, Surviving The, (Nancy M. Somerick), 104–105 (1)
- Blanchard, Robert and William Christ, Media Education and the Liberal Arts, (Dennis L. Wilcox), 399-401 (4)
- Books, John W. and Charles L. Prysby, Political Behavior and the Local Context, (James E. Grunig), 102-104 (1)
- Budd, John F. Jr., Street Smart Public Relations, (Frank Winston Wylie), 93-94 (1)
- Carson, Clayborne, sr. ed., The Papers of Martin Luther King, Jr., Vol. I, Called to Service, (Scott M. Cutlip), 408-410 (4)
- Denniston, Lyle W., The Reporter and the Law: Techniques of Covering the Courts, (William A. Mulligan), 209-211 (2)
- Epps, Archie, ed., Malcolm X Speeches at Harvard, John Paluszek, 410-411 (4)
- Grunig, James E., ed., Excellence in Public Relations and Communication Management, Hugh M. Culbertson, 95-96 (1)
- Hunter, James Davison, Culture Wars: The Struggle to Define America, (Bill L. Baxter), 404-405 (4)
- Jenkins, Henry, Textual Poachers: Television Fans and Participatory Culture, (Hugh M. Culbertson), 303–304 (3)
- Lacy, Stephen, Ardyth Sohn, and Jan LeBlanc Wicks, *Media Management*, (John F. Budd, Jr.), 401-402 (4)

- Lesly, Philip, ed., Lesly's Handbook of Public Relations and Communications, (Ray E. Hiebert), 207–208 (2)
- Lewis, Martin W., Green Delusions: An Environmental Critique of Radical Environmentalism, (E. Bruce Harrison) 406-408 (4)
- Maggio, Rosalie, The Beacon Book of Quotations by Women, (Frank Winston Wylie), 304-305 (3)
- Mayer, William G., The Changing American Mind: How and Why American Public Opinion Changed Between 1960 and 1988, (Hugh M. Culbertson), 300-303 (3)
- Newsom, Doug, Alan Scott, and Judy VanSlyke Turk, *This is PR* (fifth edition), (Stephen H. Baer), 299–300 (3)
- Reamer, Frederic G., ed., AIDS and Ethics, (Scott M. Cutlip), 105-106 (1)
- Rowan, Carl, Dream Makers, Dream Breakers: The World of Justice Thurgood Marshall, (Frank Winston Wylie), 402-404 (4)
- Soley, Lawrence C., The News Shapers: The Sources Who Explain the News, (Donald K. Wright), 100 (1)
- Toth, Elizabeth L. and Robert L. Heath, Rhetorical and Critical Approaches to Public Relations, (Stephen H. Baer and Scott M. Cutlip), 97-98 (1)
- Weiner, Richard, Webster's New World Dictionary of Media and Communications, (Frank Winston Wylie), 106 (1)
- White, Jon, How to Understand and Manage Public Relations, (Elizabeth Tidwell), 98-100 (1)
- Young, George E., Vote to Kill: The Humor, Fraud, and Tragedy in Government, (Hugh M. Culbertson), 405-406 (4)